



Core Competencies

- **Business Analysis**
- **Salesforce CRM**
- **Requirement Elicitation**
- **Agile Methodology**
- **SCRUM, KANBAN, JIRA**
- **Stakeholder Management**
- **Digital Marketing**
- **SEO, SEM, Social Media Marketing**
- **Google Certified Digital Marketer**
- **ERP SAP-ABAP**

Professional Qualification

- **B.E. (Electronics Engg.)**
(Year 2002-2006) from Yeshwantrao Chavan College of Engineering, (affiliated to RTM Nagpur University) Nagpur.
- **MBA - Marketing & Finance**
(Year 2010-2012) from DAIMSR (affiliated to RTM Nagpur University) Nagpur.
- **Salesforce Administration & Business Analysis Courses.**

Professional Summary

- A professional who has a high Risk Appetite with higher Curiosity Quotient and I love to explore new angles in professional and personal life.
- An Engineer with MBA who has worked with IBM as ERP Consultant, an Entrepreneur & a Co-Founder of a E-commerce Start-up, Marketing Analyst, Business Development and Sales Management professional.
- Besides this diversified portfolio, particularly I have a decade of experience various domains like Requirement Gathering, ERP Software Development, Sales and Marketing Strategy Planning & execution in global dynamic environment.
- I believe I can excel in any endeavour with my leadership, excellent inter-personal and communication skills.
- I am people's person with a techno-functional mindset. In my leisure time I am a Music and Guitar coach who has trained more than 300 music enthusiast

Professional Experience

Explorer Agile Business Analyst

Nagpur

(OCT 2020- Till date)

Courses & Hands on Training.

- During this phase I am practicing the basics of Business Analysis & Requirement Gathering Tools & Techniques used in IT Project Management which adds to my earlier experience of being an Analyst & Software developer at IBM.
- I learned about Agile Methodology & its application in IT project development.
- Practicing agile implementation frameworks like SCRUM & KANBAN & performing sprints & tracking issues with tools like JIRA.
- Equipped myself with nuances of business requirement gathering, developed the understanding business process modelling, skilled in writing well defined user stories and clear acceptance criteria.
- Learned the No.1 Customer Relationship Management (CRM) system **The Salesforce**. Continuously practicing & improving the Salesforce Administration & mapping of various business requirements in different Salesforce clouds such as Sales, Marketing, Service and Commerce clouds etc.

Co-founder & Lead Marketing Analyst

Idiort, Hyderabad.

(OCT 2015 – Aug 2020)

- Worked as co-founder for Idiort, an online E-commerce start-up for designer handmade products.
- Apart from creative founding hustle, as an Analyst & a Marketer I worked on data analytics to enhance the overall experience of our customers on our website.
- Analysing the data from Google analytics other social media platforms to formulate digital marketing campaigns.
- Running A/B tests to identify the best user experience & maximum lead conversion. Insights from marketing data helped to build best suitable content for effective landing pages.
- Competitor analysis for SEO & SEM activities to generate credible backlinks & keyword rankings in the search engine.

- Understanding & gathering client's requirements & conveying them to the product development team in our handmade corporate gift offerings.
- Lead the team of web developers & marketing executives to create engaging digital content & web ads to increase the ROI in digital marketing.
- Successfully deployed the payment process in our website for easier, faster & safer checkout for customers.
- Negotiation with clients over product pricing & delivery terms for bulk orders.

Business Development Manager

Athletto, Bengaluru.

(APR 2015- OCT 2015)

- Prospecting new business partners for Athletto's Sports facility booking App. Making cold calls & giving presentations to the sports facility owners, helping them to understand the use and benefits of **DATA Analytics** for their traditional sports business.
- Demonstrating the Athletto user App & sports facility dashboards & its features to the property owners and closing the deal.
- Representing the company in various events & tradeshows to generate leads.
- Learned about the practical use of data analytics & data visualisation & dashboard creation on athletto's platform.

Asst. Marketing Manager

VIHNZA Enterprises, Nagpur.

(SEPT 2012 – APR 2015)

- Studying & Understanding the small & medium scale businesses in the designated region for their requirements of raw chemicals.
- Making sales presentation & holding the responsibility of complete sales cycle.
- Leading & motivating sales team for quarterly & yearly growth targets and designing the incentive compensation plans for sales executives.

Technical Consultant (SAP)

IBM, Pune.

(SEPT 2007- AUG 2009)

- Worked as technical consultant for SAP ERP implementation projects for global clients like Volvo Mayer Israel, Home Depot Canada, and CMC USA.
- I was responsible for understanding the requirements of different business processes across various departments of clients business & implementing solutions in various modules of SAP like Material Management (MM), Sales & Distribution (SD), and Production & Planning (PP) etc.
- Creating technical specification documents for the solution provided.
- Timely delivery of objects & maintaining good rapport with clients & all stakeholders.
- Worked on various business process like pricing, payments, invoicing, purchase order, production order creation provided solutions in SAP through SAP-Scripts, Smartforms, ALV reports, Module pool programming & web-dynpro for ABAP.

Personal Details

- Date of Birth : 15 - June- 1985
- Languages known : English, Hindi, Marathi.
- Notice Period : Immediate Joining

I hereby declare that above information is true to best of my knowledge.

Place: Nagpur

Vivek P Kadoo